

RooCruit

KAYLEE

Operations Manager | Executive PA | Bookkeeper

Cape Town, South Africa

PROFESSIONAL SUMMARY

A highly organized and efficient professional with extensive experience in operational management, high-level executive support, and financial administration. Proven track record in managing complex diaries, international travel logistics, and full-function bookkeeping for diverse portfolios. A strategic thinker capable of multitasking in demanding environments while maintaining meticulous attention to detail and professional corporate identity.

KEY SKILLS

- Project & Operational Management
- Full Function Bookkeeping (Xero, QuickBooks)
- Executive Diary & Calendar Management
- Staff Leadership & HR Support
- Strategic Marketing & Social Media
- International Travel & Visa Logistics
- Financial Reporting (P&L, Debtors/Creditors)
- Minute Taking & Board Meeting Prep
- Client Liaison & Relationship Management
- Advanced MS Office Suite (70 wpm typing)

PROFESSIONAL EXPERIENCE

Accounts Manager / Bookkeeper / Personal Assistant

June 2020 - Present

UK-Based Property Investment Group

- Full reconciliation of multiple bank accounts using Xero for large property portfolios.
- Generation of Profit & Loss and detailed expenditure reports for Landlords.
- Management of Creditors, Debtors, and tax submissions (business and personal).

- Oversight of rental payments and reporting on overdue accounts for 17 houses and 80 rooms.
- Administrative management of tenancies, including inventory logs and move-in/out packs.

Virtual Executive Assistant (International)

March 2018 – January 2020

Specialist Virtual Assistant Agency

Key Clients Supporting Property Entrepreneurs and Creative Directors:

- Managed multi-device calendar systems and complex international travel itineraries across Europe and the UK.
- Handled financial reconciliations for credit cards and business expenses via Xero and FreshBooks.
- Facilitated community management for cryptocurrency ventures and non-profit global organizations (EO).
- Managed high-profile social media accounts, including content creation, scheduling, and hashtag strategy.
- Led the logistics for high-level board meetings including agenda preparation and minute taking.
- CRM management and sales pipeline oversight via HubSpot.

Executive PA to CEO / Office Manager

May 2015 – July 2017

Global Marketing & Advertising Agency

- Provided comprehensive support to the CEO and Manco, including travel, visas, and complex scheduling.
- Operations Management: Managed interns, reception, and specialized office staff (Security, Maintenance).
- IT & Projects: Oversaw internal IT projects and office infrastructure upgrades.
- Financial: Managed office expenditure, budgets, and expense claims for the executive team.
- Compliance: Acted as Head of Health & Safety and trained First Aider for the agency.
- Event Management: Organized high-end corporate events and office training sessions.

Executive PA to CEO & Founder

July 2014 – May 2015

Technology & Strategy Consultancy

- Implemented advanced calendar control strategies to optimize CEO productivity and appointment prioritization.
- Financial Management: Managed Xero bookkeeping, debt collection, and financial vendor relationships.
- HR Management: Facilitated staff inductions, payroll capturing, and leave management.
- Sales Support: Assisted with new business pitches, proposal development, and tender documentation.
- Managed private assets, including apartment leasing and personal tax returns for the founder.

Operations & Traffic Manager / Executive PA

Sept 2013 – Feb 2014

Independent Advertising Firm

- Optimized agency planning systems and controls to increase efficiency across HR, IT, and Finance.
- Traffic Management: Assigned tasks to designers, managed job flows, and conducted weekly status meetings.
- Budgeting: Created organizational and program budgets for the Production Manager.
- Support Services: Supervised the Office Manager and managed petty cash and fiscal documentation.

TECHNICAL PROFICIENCY

Xero QuickBooks FreshBooks HubSpot Microsoft Excel PowerPoint Outlook
Google Workspace SMART Platform Dropbox

LANGUAGES

English (Fluent)